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UNEC SABAH

***The main ways of research the self care products  
market in Azerbaijan***

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# *The main ways of research the self care products market in Azerbaijan*

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## ***Abstract***

The purpose of this study is to examine the meaning attributed the concept of “personal care”, identify the shopping and usage behaviors of consumers as well as perceptions, attitudes towards personal care products, and to understand the factors influencing consumers’ preferences for personal care products which is a fast growing industry in line with the increased welfare and economic and social developments taking place in recent years all around the globe.

To this end, an explanatory study including a field survey was carried out on consumers. Findings indicate the existence of differences in meanings attributed to the concept of personal care, and a number of demographic factors such as age, income, gender, occupation, marital status and education tend to influence the existence of these differences as well as consumers’ perceptions, preferences and attitudes towards personal care products.

As a result, it seems that informal information sources are quite influential in consumers preferences, hence marketers should pay attention to WOM type communication media. Marketer should take these results in designing marketing strategies for personal care products industry.

***<https://goo.gl/forms/yuzSGpepvipuhUso2>***

## ***Introduction***

Being healthy is an item with the priority of human happiness. Many of the precautions that need to be taken for a healthy life are small and easy efforts that we need to practice in our daily life. The application of knowing some basic rules that regulate daily life wherever it is facilitates the life we share with other people and protects the health and helps us lead a happier and happier life. Some of these rules are; he has used proper and appropriate methods to cope with problems, cleaning, healthy eating, physical and mental work, regular life, smoking, alcohol, avoiding stimulants and drugs, preventing from accidents. Some of them are confused as Maslow's basic needs and desires, while others are on the list of higher level needs. In addition to basic needs like eating and drinking and being healthy, besides social needs like beauty, appreciation, and respect, it constitutes the basis of the culture we call consumption. In this context, especially in women, they go on to fulfill their social and prestige needs in higher levels by wearing make-up, skin care, beauty and attention-grabbing products to get noticed and attract attention. However, in recent years it has been observed that men have reached an important size in the personal care market. Hakan Uyanık, General Manager of Eczacıbaşı Beiersdorf, stated that in 2008 the men's care market in the world reached a volume of 10 billion 685 million euros. Even people look forward to being beautiful and attention-grabbing and go beyond activities such as makeup and cream riding, so they can choose to endure even surgical operations in order to remain well-groomed and young

In today's modern life, people are trying to be different with their images and their ability to create the difference. In this context, the human body, especially the face, is an important function, a showcase task. For this reason, people spend considerable expense and considerable efforts to preserve the aesthetic beauty of their skin, to be free of wrinkles, to have no cellulite, to have aesthetically pleasing hands, feet, fingers, hips, chest, and legs. In line with this goal, people go to practice various kinds of skin products, diets, exercises and fitness programs and sports

activities in the name of personal care for the sake of society, and for the satisfaction of higher level needs.

In the developing world, the interest in personal care and aesthetics of people is increasing the appetite of many companies operating in the cosmetics and personal care sector. However, the concept of being well-being is confronted as a concept that has a different meaning among consumers. What is understood by people in personal care, what is implied in different parts of society as personal care, consumer awareness of consumer attitudes and perceptions against various products on the market under personal care head is very important in terms of marketing communication. World personal care market is said to exceed 1 billion 2 million 650 thousand USD. (Long, 2011)

This level of importance is important in terms of correct understanding of consumer behaviors, correct communication messages and marketing effectiveness in a market with a serious monetary size and growth potential. In this study, it is aimed to examine the meaning of consumers' concept of self-care, the aim of personal care, attitudes towards personal care products and factors affecting consumer preferences. In addition, it is in the context of research that whether attitudes towards personal care practices, preferences, and personal attitudes vary according to demographic characteristics.

### ***Personal Care Concept***

In personal care, it is possible to name individual development activities throughout the efforts of individuals to improve their current situation or to sustain their current good situation. Personal care is called the general name of the activities that we take in the aesthetic context and in the aesthetic context (TBA, 2011) when the individual carries out the individual according to the formation of the social ideas or the desire to manifest the qualities of the person's natural nature if it looks individualized or generalized (TBA, 2011). Even in some studies, for example, as

mentioned in the strengthening of the vocational education and training system, nutrition is also considered in the context of personal care (MEGEB, 2007).

When considered in the context of consumer behavior, it is observed that personal care finds use in a wide range of settings. Personal care involves a process ranging from hair care to orthopedic shoe selection. Among the outstanding topics in this context are skin care, hair care, body care, foot care, oral health, dental care and makeup. Beyond this, it can be seen that the concepts mentioned here have different meanings for different consumer groups and that different applications have been made for the same purpose. For example, while everyone understands a healthy and beautiful skin structure when it comes to skincare, there are different applications and perceptions at different ages in skin care contexts. This is a critical prescription for marketing managers to have knowledge about what consumers perceive and perceive in personal care, what constitutes perceptual elements and what the current perceptions reflect reality. It is also observed that many people are doing different and erroneous practices under the name of personal care, which in the long run affects their health negatively. It will be useful to look at the notion of cosmetics, which is a closely related concept to being well-being and aesthetic. The definition and scope of cosmetics is defined in Cosmetics Law No. 5324 as it is in international regulations and it is stated in the Law of Cosmetics numbered 5324 that the purpose of the cosmetics is to provide the cosmetics for the purpose of applying to the mouths and teeth or mucous membranes to the external parts such as epidemics, nails, hair, hair, lips and genital organs. to keep them in a good condition by cleaning, smelling and protecting the parts, changing the appearance and correcting body odors "(Cosmetics Law, 2005). Therefore, maintaining the good parts of the body of your cosmetic is to change the look, clean, smell and protect. However, in recent years, some products (eg dental powders) have been removed from the scope of the law and some new products have been included under the law. It is a matter of debate over whether the anti-aging and anti-wrinkle products of the last few years will be covered by the cosmetic concept.

Our skin, which is the most important garment, is exposed to a number of external factors. In the face of insomnia, air pollution, stress, skin dryness, it is inevitable that skin moisture is lost, dried, wrinkled and aged before its age. Today's modern woman can apply many different ways in order to preserve her beauty and health in her twenties. This sensitivity, especially for women's skin, creates highly attractive market opportunities for companies producing cosmetics and skin care products. For example, moisturizers, skin revitalizers, wrinkle removers, anti-aging creams, anti-aging creams, skin tightenors, night creams, day creams, and more. She applies different creams at different ages and thanks to the increased consciousness she is very selective about every product he touches on the face, even on the skin.

One of the most important aesthetic and beauty elements for women is the hair. Similar to skin care, women are extremely sensitive about their hair. There are many different formulations and types of products for hair care purposes. In addition to the materials used for the care of normal and healthy hair, it is observed that shampoos, creams and other protective products, which are produced for delicate hair with thin wires and fragile fragile, oily hair, dry hair, are placed on the market shelves. The first step in hair care is shampooing. Therefore, when choosing the shampoo, it is said that it is beneficial to make much hair rather than cheapness and to choose according to your requirements.

Over time, the human body loses its natural balance and various problems (cellulitis, cracks, sagging) occur. Body-care is a care to organize your body's natural balance. It is also possible to say that it is a measure or treatment of the problems that may occur or occur in the body.

In terms of the human body, our feet are like a mirror of your general well-being. The first indication of many diseases, such as joint disorders, diabetes, nervous disorders and circulatory disorders, can be detected at rest. For this reason, foot complaints may also be a sign of serious illnesses. One-quarter of the bones in the human body are feet. If they are disabled, the rest of the body is also disabled.



Few people are born with foot problems. Problems often arise from neglect, lack of proper care, and often from poor shoes or poor shoe selection. It is emphasized that women have almost 4 times more foot problems than men and that the reason for this is heeled shoes. However, one of the things that should not be forgotten in this context is that foot care is not done through creams and chemicals, but walking is also an important activity in terms of foot care. Walking is the best exercise for the feet as well as for the body.

Mouth and dental health; Nutrition, Speech, and Aesthetics are important. A person who is impaired by oral and dental health cannot adequately grasp food, is forced to make voices while talking, and becomes aesthetically unpleasant (depending on the place of the missing teeth). For this reason, a systematic and adequate oral and dental care is required. The most important task in oral care falls into the person himself. By taking enough time, you can avoid systematic maintenance and many problems. The dentist's duty is to monitor the care performed with the controls performed once every 6 months and to follow the neglected areas that are overlooked and clean.

Make-up is actually a factor that increases the confidence of the ladies themselves. The purpose of make-up is to actually do camouflage, not coloring. Make-up should be done by leaving the beautiful areas of the chin to the front and leaving the areas on the back which we want to hide. Care must be given to skin care for makeup. There are many products on the market for this purpose, but since these products are very expensive, the frequency of purchasing by consumers is also slowing down.

In 2016, the global cosmetics market has grown by about four percent compared to the previous year. Skin care, hair care, makeup, perfumes, toiletries and deodorants and oral cosmetics are the main product categories in the cosmetics market. Skin care was the leading category, accounting for about 36 percent of the global market. Hair care products 23 percent more, make-up in 2016 was 18.2

percent. Skincare is predicted to be the most profitable product category estimated to increase the US \$ 20.1 billion in market value by 2014. 2019. By 2016, Asia and Oceania were the industry leaders that accounted for about 40 percent of the global market. Between 2016-2021, the Asia Pacific mass beauty market is expected to grow by about US \$ 14.9 billion.

As the personal care sector grows, it is emphasized that the organization is also dragging along with retailers. Personal care chains are claimed to have a share of 8 percent in the organized retail market. One of the reasons for the growth is shown as rapid urbanization. In the past few years, the number of players has also increased rapidly, especially with the opening of shopping malls. Until ten years ago, 2-3 small or medium scale domestic chains were operating in the sector, but it was impossible to talk about foreign investors. Now the number of foreign investors is increasing rapidly.

This research can be considered as an exploratory research because of limited academic work in the context of consumer attitudes, perceptions, and preferences for personal care products. Interviews and questionnaires were used as data collection tools for this purpose. A four-step process was followed in the research. It is seen that the existing studies in the literature in the context of the research are mainly sector analysis for the implementations of the manufacturer firms and they are working for personal information for education purposes by conducting literature screening at the beginning. However, it was possible to reach a limited number of studies on the level of consciousness on personal care and the perceptions and attitudes of consumers towards personal care. Questionnaires were created with the help of information obtained from the information obtained and the results of the interviews. The questionnaire was then subjected to various pilot tests in order to assess the suitability of personal care products in terms of content and form.

"I knew I would live that long, I could take better care of myself." Eubie Blake, Aesthetic concerns, and beautification efforts have existed throughout history and

have continued to increase. In terms of the beauty sector, cosmetic and skin care products come to mind much more nowadays because nowadays a concept called "wellness" has developed. When beauty is integrated into health, much wider opportunities are emerging in the sector.

In the last point of science, the aging process can be slowed down, and the long life is healthy. Your future trillion dollar market wellness can be described as "good life and good aging". Good life comes to face as a goal that everybody wants to achieve today. The body's and ruin's standards of good living and maintaining the standards of the quiche are unfortunately also accompanied by external interference due to the age and environmental conditions.

We see people are starting to spend more money on food supplements, exercise programs, fitness coaches, alternative medicine and anti-aging therapies, cosmetic dermatology, and personal care products. When we investigate this topic a little deeper we find this incredible result: in general, the size of the beauty sector is around \$ 200 billion! In terms of creating a point of view, the clothing sector can be said to be three times the size of turnover. Even face skin care products have a global category of 20 billion dollars. This is an incredibly large economic opportunity. Especially young people's tendency towards personal care and healthy life constantly increases this demand. Everybody's job is to be nice and healthy. The new trend in the market is products that have therapeutic properties but do not cause side effects such as drugs and offer dermo-cosmetics and anti-aging effects.

However, like dermo-cosmetics, the biggest disadvantage in high-margin, fast-growing, and high-throughput jobs is that there is certainly a lot of choices. Since the spending on this sector is mostly controlled by women, companies must understand that they have to be very careful when serving or selling to women. Until now, it would not be wrong to say that your marketing efforts are in the class. Many women see the inadequate quality of service on a global scale, are less valued within the community, are left behind in the workplace, are sometimes taken on a weekly

basis and are exposed to gender discrimination. It is a matter that women should be positioned as a representative of the position of the company, such as the face of the company, and men must dominate the management and senior management, so that they can not fully understand what women want and that they are unstable about the products. The most important need for this sector is an investment. If governments do not care about and support these issues, companies that manage large funds may lose credibility over time if they look at profits in a short period of time, without research and development. The role of brave entrepreneurs, who can invest in the horizon of valuable scientists, is as big as it is. The passion of youth and beauty of mankind guarantees that this new and exciting market will continue to grow even in times of crisis.

Personal care products come to mind with many products. Personal care is actually skin care in general. However, hand care, feet, underarms and face body are treated differently in different parts of the body. care needs to be applied to each of your hands, which is constantly in the water, and the lips cracking in cold and winter months. The brands and manufacturers who know how to use these products focus on specific points of the body to produce creams, fragrances, and cleansers for skin care and care. and you know you have the appearance.

In general, personal care products can be counted as creams, perfumes, and peels, as long as they are what they are called. We can detail different products for hand and foot care, deodorant and roll-ons except for perfume, face cleansing tonics, soaps and many more. It is always available and there are separate products for nails which need to be kept clean from the health point of view. Any kind of personal care product can be considered as a product for your personal needs.

Personal care products brands are quite expensive. However, brands that generally contain maintenance products in their own right are usually expanding the product gamut and starting to produce from all products. Most of the perfume fragrances are known to produce hand cream in the same scents. Companies that

produce hand and foot care cream, peeling and development of different products proves that each area is good. As the person recognizes himself, he should continue to use the product and brand which are good on the skin.

Factors that affect personal care in general today include culture was taken, family, socio-economic status, personality, and illnesses. Cleaning, on the one hand, is the basis for personal health, while in other words, it refers to the level of community development.

### ***2.1 The main characteristics of the self-care products market***

The personal care products sector has become a sector not only for women but also for men and children in recent years. However, many healthcare products are subject to legal regulations because of health and performance concerns, as it is health within the business. In addition, for personal care products and cosmetic products, a number of limitations and test methods have been developed for REACH (a regulation collecting regulatory legislation for chemical substances in the European Union countries), GMP (good manufacturing practices) and so on.

For example, controversial substance testing is crucial for companies that produce personal care products. The problem that will arise during the import, export and marketing of the products reduce the risk. Countries have their own legal regulations different, and another country may have forbidden a product not forbidden by one country.

During the industrial testing work, the existing legal regulations and related standards issued by many domestic and foreign organizations are taken into consideration. In line with the needs of the business, we also perform personal care product tests within the framework of our industrial tests.

Skin care and cleaning are not just for women. In men, they want their skin to look well-groomed, clean and clean.

The testosterone hormone found in men causes the skin to be thicker and the pores wider than women. Fat secretion is more common in males than in females, so the problem of acne and acne is also a common problem for men. Peeling masks, cleansing products can be used for acne, acne and blackhead problems.

Products such as skin cleansers, moisturizers, sun protectors, hair serums, shampoos are among men's products.

Besides these, one of the biggest skin problems of men is beard and mustache. Irritation, redness, burning, and itching after shaving are among the most common problems in men. Problems such as hair loss and pimples cause problems after shaving.

As a shaving foam and gel used in the trachea, you can choose the one formulated for sensitive skin. You can also use a soft shaving lotion or balsam instead of cologne to soothe post-shave irritation.

### ***Make-up products***

As a color cosmetics, it is a combination that stimulates the growth of the young population in the widely active sector, the passing of modern and urban life, the increase in the women's labor force and the increase in the budget of the separation, the growth of colored cosmetics.

The most accepted and preferred make-up type in the world continues to be eye makeup, which makes up the widest part of the eye makeup category.

While mass makeup category shows double-digit growth, growth of luxury makeup products seems to be slower, where consumers are expecting to buy quality products at a cheaper price.

Nail polish and lipstick sales are at the top of products that are not affected by crises at all.

### ***Hair care products***

Hair care products have grown as a double-digit in the last 2 years and the interest in featured products is increasing day by day.

The category of hair loss prevention products has grown 150% in the last 3 years, consumers are very sensitive to promotions and the sales of products with gift products are increasing rapidly.

It has been a little more difficult in the last 2 years for premium products to reach mass in the market due to high price, consumers tend towards proper and high-quality products.

In the near future, there will be an increase in sales of products directed at a particular problem. (Bran, Dry Hair, Hair loss, fine hair, etc.)

### ***Skin care products***

In the last 2 years, an average growth of 15% is observed,

Beauty and personal care products, which are one of the dynamic categories of the sector, are an area where widespread research and development of new products and moisturizers and cleansers in face care are common.

Throughout the year there have been significant increases in sales with the help of campaigns on special occasions such as Mother's Day, Women's Day, Holidays, Sweethearts Day.

It has been observed that people who have not done skin care before going to multipurpose products.

Another growing category is that anti-aging products, increase in women's participation in work life, increase in life expectancy and anti-aging products are

expected to continue to increase in relation to both male and female consumers. Despite the low share of anti-aging products in men, they continue to grow.

Here, the dominance of multinational foreign companies is very remarkable too.

### ***Body care products***

Growth in body care is lower than in other categories, where the most important factor is predicting budgetary expenditure on more visible and prioritized products such as hair, skin, and makeup.

Despite the appearance of liquid soaps and shower gels in the foreground, there is a decline in the use of solid soap.

When urbanization is expected to continue to increase, growth opportunities are also expected here, sales of seasonally specific products are increasing, products such as cellulite, leg care, etc.

Despite the trends in consumer spending especially in the last 2 years, the market is still growing, approaching more price-oriented products in beauty and health products, and massive products with more reasonable prices and quality balances than premium products cause a shift in private label products and change in economic trends it is foreseen that these consumer behaviors can continue to increase.

### ***Organic products***

I also know that there is a lot of confusion in the cosmetic sector regarding organic products. The consumer does not know exactly how "organic" or "natural" products reflect reality. "Organic dermo-cosmetic products" with 100% natural ingredients and international certification are required. Consumers should pay attention to this when buying products.



Today cosmetics are formulated to bring youth to our skin, but because of the active chemicals in it, the biological life of the skin is adversely affected. "Organic dermo-cosmetic products", which we call natural or organic cosmetics, provide 100% natural ingredients with as high a contribution as possible to their region without damaging our skin. So when I say beautify, I get distracted from being harmed, that is, "taking an eye while browsing." Because organic dermo-cosmetics do not contain paraben and phenoxyethanol derivative compounds in their structures. Synthetic fragrances are formulated away from coloring chemicals and preservatives. They never contain paraffin or silicone.

*What is organic?*

Organic dictionary meaning; derived from living organisms. The products obtained without degrading the natural structure fall into the organic class.

*What is organic agriculture?*

In order for a cultivation area to receive an organic farming certificate, the soil must be processed for 3 years without any medicines, artificial fertilizers and hormones, and the seeds cultivated should not be genetically modified. The area in which the tartan is located must be from remote areas, remote from the industrial facilities and therefore from the toxic waste generating units.

*What is an organic certified plant?*

In order for a product to be "organic", it must have an "Organic Product Certificate" issued by international certification firms.

From top to bottom packaging is checked for compliance with ecological standards that protect the environment at all stages. The plants thus cultivated on the fields or collected from the untouched nature are certified with "Organic Plant Certificate".

*Why organic cosmetics?*

Harmful additives that accumulate in our body through synthetic-based cosmetics over time, causing skin diseases, premature aging, allergies, and destroying our health in the long run. Organic certified cosmetics contain ingredients that are fully compatible with the human body, protecting the environment and human health. Many non-certified cosmetics, called natural products, are formulated using synthetic or petroleum-based chemistries. In particular, these products containing substances such as paraben, perfume, silicone, lead to skin infections, skin premature aging and toxic accumulation in the long term. In organic cosmetics, plant extracts that are fully compatible with the body and have no side effects and organic regulatory components are used.

#### *The difference of organic cosmetics*

The traditional cosmetic sector forms and manufactures cosmetic products from a one-sided perspective: ethical concerns or environmentally friendly approaches to manufacture cosmetic products that will appeal to consumers, such as tissues, smells, active ingredients, etc. The organic cosmetics sector decides on the choice and use of the components, packaging and production processes in terms of the well-being and protection of our skin, all living things, and the environment.

#### *Requirements for organic cosmetics:*

- use of only natural or organically grown components,
- These components comply with strict standards provided by an independent certification body
- Some unused components Paraben, Phenoxyethanol, silicone or GMOs (Genetically modified organisms), colorants and synthetic odors
- An ethical approach, adherence to principles and certifications
- Guaranteeing the quality of logos provided by an organization
- Recycled packaging

- Small farmers to promote fair trade and maintain balance in rural areas
- Do not test animals

Products with natural product certification are spreading rapidly in the world. In our country, this concept has been used extensively for products that do not contain the criterion of naturalness, and there is a confusion of concepts. For example, products that have the word "organic" in their name are presented as "Organic Product" and products that have the word "natural" in their name are presented as "Natural Product". The fact that these products are 100% natural is also misleading the unconscious consumer. In particular, international certifications for products claiming to be organic or natural must be questioned by consumers. A real organic product; certified logos and the most important institutions in this regard are Cosmébio for logos and Ecocert for certifications.

*Organic certified products;*

- It must be at least 95% natural.

At least 95% of the plant components and at least 10% of the total components must be organic.

*Organic products;*

- Has the Cosmébio logo and certificate given by Ecocert
- Contains natural and organic material at maximum level.
- Does not contain paraben or phenoxyethanol.
- Does not contain silicone or GMO (Genetically Modified Organisms).
- Does not contain synthetic coloring or odor.
- It has not been tested on animals.
- It consists of 100% natural fragrances.
- Boxes and bottles are 100% recyclable.

With increasing consciousness and culture level; as well as the trend towards natural eating habits, the number of natural care products is increasing day by day. Especially in baby care, pregnancy and chemotherapy, natural and organic certified care products should be preferred in the group of patients. Under 35 years old consumer group and especially young people who start personal care should definitely use organic products with Ecocert logo. If we start with the idea of "preserving what exists", when we are 20 years old, we do not feel sorry for the following years ...

Organic product certification Ecocert, herbal ingredients, waxes or natural waxes and resins used in these products, some of the leading brands are as follows: Famous French-German company Labiosthetique company produced by the company's organic skin and hair care products and aromatherapy products, such as flameproof we can say that it is the only organic certified dermo-cosmetic products.

Consumers' level of knowledge about cosmetic preferences has recently increased and there is a growing tendency in the fields of personal care and cosmetics as well as in all sectors. The greatest share of this development is that of cosmetologists and the only competent pharmacists.

## ***2.2 Classification of self-care products***

Personal care is getting more and more important every day. While day tiredness and stress are reflected on the face and body, the need to research some tricks and look for some cosmetic brands is increasing. While more personal care was given to women by women in the past, it has gained great importance among men, and Men's Care Products are at least as valuable to women as different Skin Care Products.

In addition to this, products made especially for babies and products that are not special and sensitive to the sensitive skin have become a product that every parent cares about with some baby care products which must be used for every baby. Of course, there are other cosmetic products that the person should definitely use.

### ***Hair Care Products:***

Hair can be one of the most important biological accessories that show a younger person and more flashy. For this reason, it is very important to care for the hair. To do this, it is necessary to use unique brands that have produced formulas that are especially suitable for different types of hair. For example, Wella, Schwarzkopf, and Bonacure can make an impact with these products and products that are special to many hair types and can create long-lasting and luxurious hair.

### ***Makeup Products:***

The most sensitive spots of women make up. It is very easy to have a perfect face using fewer products. The most important thing for this is to absolutely clear the skin during the day and moisturize it with a nice moisturizer. In addition, makeup does not maintain the same freshness throughout the day, and it will be a great relief to have some items in the bag. Especially the most exhausted lipstick, Rimel (mascara) against the flow problem, and especially the foundation that causes great distress in the summer months, we can say from the makeup materials that must be moved absolutely.

Perfume: perfume is very important for many people. Because if you need Ms. Perfume, it's the same as throwing the signature of the person you are. When choosing a perfume, it is necessary to choose the well-known, high quality and lasting smells, otherwise, some problems may occur in your skin. Using a brand name with its pleasant smells and qualities like Bvlgari for this will be a better

choice for your health as well as your pocket. If you do not want to use perfume, you can also choose from the deodorants of the Nivea brand, which has world-renowned quality products.

### *Hair care product classification*

Hair is something that everyone cares about. Therefore, the hair that people have is always referred to as the outward appearance of personal health. Thus, the health of the hair, its structure, and its outward appearance play a very important role in making people feel good about themselves. In this case, it carries out the self-confidence of the person and makes the person more conspicuous in the social environment.

Hair care and care is important to have a beautiful outer appearance, especially to the health. Clean and healthy hair enhances one's confidence.

Hair care is a matter that not only women but also men are very important, especially when they are seriously exploring the care products they use and paying attention to using their own hair types. Thousands of hair care products are already available in the market. These include shampoos, hair creams, and styling. Only limited to these products, care products are improved and improved with each passing day, based on the experience of the users as well as in the laboratory for many different needs and purposes.

### *Cleansing Hair Care Products*

#### 1. Shampoos

When it comes to hair care products, the first product that comes to mind is of course shampoos. Hair cleansing is preferred by almost everybody to get rid of dandruff and to get rid of the greasy appearance and also to smell nice. Shampoos

should be preferred to both the needs and the hair type. For example, if your hair is normal and dyed, you can choose the shampoo for dyed hair, dandruff if it is whole grain, shampoos for spillage if it tends to spill. At this point, your hair is not only cleaned but also maintained. There are many different brands of shampoo and contents. There are a few things you should be aware of when buying shampoos. These are the basic components found in the content of the region. For example, shampoos with Sodium Laureth Sulfate (SLES) foam very well, but I usually prefer more natural ones. Especially if you choose shampoos that are clean and chewy as possible, it will be very beneficial for your own health.

## 2. Dry Shampoos

Dry shampoos help you get a clean image for a short period of time by maturing and massaging your hair thanks to the powder in the oily-looking look from the hair. You get a temporary clean appearance while the very fine powder grains inside absorb the excess oil in the hair and matte it. This is for about 5-6 hours. After that, hair must be washed and cleaned absolutely.

## 3. Soaps

In the old days, shampoos were not yet produced while home-made natural soaps were used for both hair and body cleansing. Now natural olive oil, bay oil, and sulfur soaps are produced by many people who want to get rid of the harmful effects of shampoo and natural care for their hair. These soaps, which are produced in almost every village, especially in the Mediterranean region, also reach the buyer in local markets.

### *Moisturizing Hair Care Products*

#### 1. Hair Creams

Of course, hair care products are among the hair care products that should be used after cleansers. However, it should be taken care when using it and especially it

should be prevented from reaching hairy hair and hair. Because hair cranial hair and hair when reaching the depth of hair and faster than normal hair greases and weight. So when using hair creams, you should apply especially to hair ends and hair lengths. Although it does not make much sense to those who have oily and fine wired hair, hair creams that take their place among the indispensable hair care products, especially dry and hard hair.

## 2. Hair Masks

Hair masks suitable for use on a weekly basis can be prepared both at home and ready. It is usually preferred to strengthen, moisturize, polish and repair broken ends. Hair masks should be kept on the hair for half an hour to two hours and then washed and cleaned. These hair care products, which are suitable for up to twice a week, are not recommended because they will cause hair loss or sensitivity to hair loss when used more.

## 3. Hair Serum

These hair care products, which are very popular in the last few years, respond to various needs with many different options. Especially because it contains various multivitamins such as keratin biotin, these hair sera which feeds well from the outside are applied immediately after hair is washed away with a little water and slightly moistened and applied with fingertips to the hair shaft. There are also solutions to many hair problems while helping in the screening and breaking of hair. Apart from this, hair sera in small ampoules are generally preferred against hair loss and are quite effective.

## *Styling Hair Care Products*



## 1. Hair Foam

It is a hair care product which is preferred to harden the hair not only hardening but also keeping the given shape in the most natural way. It is a hair care product that shapes the hair without aggravating and sticking. Hairspray, which has from one to five different hardness and holding properties, is usually applied when the hair is damp and is also used during the drying process. If a dry hair is used, it hardens instantly and it is hard to give it the desired shape. It is one of the most used products among women for shaping hair care products.

## 2. Hair Spray

Unlike hair foam, this hair care product is used after heat treatment, which is used after the final shape is given and fixing the hair in its final state. In addition, when used after the crepe process it also shows a higher volume of hair, so it will be a good hair stylist especially for hair designed for special occasions. The first thing to note when using hairspray is that it should not be squeezed too close to your hair. Another tricky point is that some hairsprays dry out quickly. So, after a short while, there is a short waiting period. If you are in a hurry, if you keep your hair dryer for a few seconds at a distance, you will increase the hold of the hairspray and you will dry it immediately.

## 3. Jelly

Jellies, which were popular in the old period but still popular, have different options. It is a wet, dull, but hardened matte. Its use is applied before shaping the hair and it is scanned quickly and the hair is given the final shape. It hardens in 10-15 minutes and fixes the hair. But it is not recommended because it damages hair roots and causes hair breaks. That's why many people start using hair sprays and hair sprays.

## *Skin care products*

We face various kinds of skin care products with the development of technology and cosmetics against women. There are skin care products made by different brands for almost every age group, each skin type, and every skin problem. Despite this, there are some products we use for skin care, even from different brands. In addition to products for skin cleansing, which is the first step in skin care, we all use supportive products to keep our skin fresh and healthy.

### What are Women's Skin Care Products?

**Face Cleansing:** When we say, our mind first comes with face cleansing gels, lotions, and milk. In our daily lives, our skin is exposed to dirty air and many things. Cleaning products are indispensable to purify and protect our skin. We use skin cleansing products not only to remove dirt but also to remove dead skin from the skin. Also, almost all of us are doing make-up in our daily life, and the skin that has been wearing make-up for a long time cannot breathe. So it is very important to clean our makeup before going to bed. We also use skin cleansing products to thoroughly clean our skin after removing or removing make-up.

**Tonic:** In the second place, there are topics that I'm sure all of us are using. The tonic applied on a clean skin breaks the microbes on the skin, making it healthier and creating firmer skin.

**Creamers:** What are Women's Skin Care Products? We can not go through creams when we say: I am convinced that you apply cream-type creams every day to soften your cleansed and toned skin and to ensure moisture balance. It is imperative to use creams for our hands that are constantly exposed to water and detergent, not just for the present. Otherwise, our hands will harden and cracks will form.

**Skin Mask:** It is a very important and often used product, especially the mask application which is done regularly to get dead skin and have a tight skin. There are also varieties of skin masks from different brands that contain skin-friendly vitamins. In this regard, we can supply vitamins, which are necessary for the skin, from outside. What are Skin Masks for Women's Skin Care Products? Susun's answers are among the answers.

**Cleansing Jelly for Oily Skin:** Made for women with skin type oily skin, this highly used jelly cream provides moisture balance and saves you from excess oil. Especially women who complain about the skin being greasy and not wearing makeup are using this product a lot.

**Black Spot Cleaners:** There are also products available to get rid of the black spots in every age group and every skin type. These products can range from the gel, lotion or black point bands. We are consuming these products in order to say goodbye to all our black points, although in different varieties.

### ***Men's care products***

When it comes to individual cleanliness, preparing isn't restricted to ladies anymore. Many men are developing progressively cognizant of their conceit, without knowing what to utilize in arrange to keep them looking sharp. Here is the reply to all their problems.

#### **1. Moisturizer**

Ask ladies and they should commit themselves to composing a investigate paper on the how's and why's of employing a moisturizer. The reply is consistent – moisturizers hydrate your skin and keep up its characteristic gleam. Why you inquire? See it this way – your skin is like a smooth sheet of fine paper. With age, this paper as it were gets drier and wrinkled. With proceed hydration, you'll

guarantee that your skin never gets dry, flaky or gloomy. Depending on your skin sort, utilize a water or oil-based moisturizer to keep it baby-soft.

## 2. Scrub

While hydration is fundamental, scouring shapes an imperative portion of day by day skin care. The pores of our skin are like a tea strainer. Without appropriate cleaning, the pores will get clogged and result in skin break out and other skin issues. A scrub contains a sound blend of microscopic organisms slaughtering solutions in a gently grating base. Tenderly rubbing this definition on the skin surface evacuates earth, oil and other toxins whereas minimizing dangers of aggravation. Choose a brand that encompasses a delicate equation and suits your skin sort. Scour your confront twice week by week to keep it squeaky-clean.

## 3. Aftershave

While numerous men think that their machismo might diminish to pitiable levels in case they resort to utilizing face ointment, it is clearly not so. A face ointment tends to alleviate the chafed skin, minimize empty pores and diminish microscopic organisms. Select an aftershave without a liquor base, since liquor tends to form the confront dry.

## 4. ChapStick/Lip Balm

While ladies might need to go all out on the benefits of lip demulcent, we'll attempt to keep it basic. Chapped lips are not alluring. Period. No one likes looking at them let alone kissing them. Each combine of kissable lips within the world includes a lip-balm reserved absent in their possessions. A lip analgesic contains a homegrown blend of therapeutic properties blended in an oil-base, which anticipates lips from showing up dried out. Select a color-less lip analgesic and hold on to it. In case the thought of selecting the culminate lip demulcent astounds you, select a minor pot of Vaseline instep. This will keep your lips looking kissable all year.

## 5. Sunscreen

The significance of sunscreen cannot be focused upon sufficient. Indian skin is greatly inclined to sunburns and the as it were way to look for security is to remain inside. Whereas our proficient tries can never permit lasting disconnection, one can resort to applying great sunscreen to keep the hurtful impacts of sun-exposure at the cove. Select sunscreens which give security from UVA and UVB beams and which at slightest have SPF 20. Apply it liberally over the uncovered parts and kiss sunburns farewell.

## 6. Shampoo

Let's confront it – filthy hair is barely appealing! Whereas men develop unwilling to shampoos, they are progressively dismissing their follicular wellbeing. Employing a mellow cleanser cleans the scalp of earth and oil, letting the roots breathe and prosper in development. Be that as it may, thinks about appear that over-use tends to strip the follicles of its normal oils. Choose a gentle homegrown cleanser and clean your scalp not more than twice a week.

## 7. Conditioner

While men can amuse within the conviction that utilizing conditioner is womanly, they ought to know that brilliant hair does not come simply. Conditioners fix the hurtful chemical responses of shampooing and tenderly hydrate the follicles with their greasy mixture. Depending on the sort of scale you've got, select a great conditioner to keep your hair brilliant and shiny.

## 8. Hair Oil

To men who run absent from hair oil, considering that applying oil changes you into a powerless geek – wake up! Hair oil to the scalp is what moisturizer is to skin. Like skin, your hair needs topical nourishment, without which it'll begin start falling out. We tend to stack up our hair with a have of items, totally unaware of its

moisturization needs. Contribute to immaculate basic oils like Olive oil, Almond oil or Castor oil and apply them each other day for an awesome head of hair.

#### 9. Concealer

Yes, expensive men! They are not for ladies alone. Regularly men try to have the faultless skin like their lady friends and ponder how they can have the same. The reply lies in this small vial of restorative liquid. Concealers are awesome make-up ruses for men who need to cover up their dim circles, inconsistent skin, skin break out and other imperfections. Choose one that's the closest shade to your skin tone and gives incredible coverage.

#### 10. Highlighter

No, we are not talking about the stationary thing! Highlighters are corrective fixes, which can be utilized to characterize high-points in one's confront. Are you confounded? Tall focuses on one's confront incorporate the cheekbone, forehead bones, nose-bridge and the cupid-bow locale fair over your upper lip. Spot a small on these districts and mix absent for a solid and gleaming form.

UNDE

Personal characteristics			Personal characteristics		
<b>Gender</b>	<i>C</i>	<i>%</i>	<b>Income</b>	<i>C</i>	<i>%</i>
Male	92	33.6	0-500 AZN	218	82.6
Female	188	66.4	501-1000 AZN	44	11.4
<b>Age</b>			1001-1500 AZN	4	1.4
16-20	82	29.7	1501-2000 AZN	8	2.8
21-25	154	55.8	2001-more	4	1.4
26-30	26	9.4	<b>Occupation</b>		
31-35	12	4.2	Student	174	61.8
36-40	2	0.7	Worker	72	26.5
41-45	2	0.7	Unemployed	16	5.7
46- more	2	0.7	Freelancer	14	5.03
<b>Education</b>			Retired	0	0
Secondary school	16	5.7	Other	2	0.7
Incomplete higher	84	30.4	<b>Marital status</b>		
Higher	126	45.7	Married	28	10.1
Master	48	17.4	Single	252	89.9
Doctorate	0	0			
Other	2	0.7			

Table 1. Demographic Characteristics of Participants

The demographic characteristics of participants are summarized in Table 1. In terms of age, it is observed that the sample of 21-25 age group is predominantly represented (55.8%) and most of the participants are single (89.9%). In terms of education, about half

of the participants are university graduates and about one third of them are high school graduates. However, looking at the occupational knowledge of the participants, it is misleading to know that the information about education is close to half of the students. In fact, it is observed that about 47.5% of the participants are university graduates and the remaining 30.4% is university students. In terms of average monthly family income, it is observed that the participants are predominantly in income groups between 0-500 AZN

	Male		Female		Total
	C	%	C	%	
Body care	56	34.1	108	65.8	164
Cleaning	74	34.2	142	65.7	216
Oral health	42	34.4	80	65.5	122
Dental care	50	39.0	78	60.9	128
Skin care	40	35.0	114	74.0	154
Hair care	72	26.8	96	57.1	168
Make up	0	0	52	100	52
Foot care	10	15.1	56	84.8	66
Other	0	0	10	100	10

Table 2. What does personal care mean for you?

When examined in Table 2, it is seen that the personal care of the consumers is mainly body care and cleaning, hair care, face care etc. It is possible to say that personal care is predominantly perceived as body cleansing, as the proportions of body care and cleaning are proportionally close to each other. Similarly, the presence of oral and dental hygiene among the participants, as well as the fact that oral health and dental hygiene are separate options, indicates that the topic of mouth and dental health is perceived as a whole. On the other hand, skin care and hair care are more centralized. make-up and foot care are not so much prominent.



Attempts have been made to identify which groups of products perceive participants in the context of personal care in order to measure their level of interest and

	Male	Female	Total
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consciousness in the context of personal care. The results are summarized in Table 3. Despite the above statements regarding personal care, participants remember skin care creams as more than 40% of skin care products. Cream is the first option that comes to mind in terms of consumer consciousness and knowledge level, and perhaps because of the name of the skin-care creams, the fact that the tools and equipment related to cleaning, which are mentioned above, are relatively second-ranked. What overlaps with the above findings is that shampoos and perfumes are referred to as personal care products. Tools such as make-up material, hair drier and comb and brush are not among the first to come to mind.

	C	%
Skin care creams	182	65.9
Shampoo	160	57.9
Perfumes and deodorants	122	44.2
Electrical maintenance products	26	9.4
Cosmetics	38	13.7
Comb, brush etc.	58	24.6

Table 3. What is the first thing that comes to your mind when you say self care product?

	C	%	C	%	
Skin care products	18	11.8	134	88.1	152
Dental care products	58	49.2	70	50.7	138
Oral health products	34	54.8	28	45.1	62
Hair care products	56	37.5	110	62.5	176
Cosmetics	0	0	64	100	64
Foot health products	57	47.8	73	52.1	140
Sun protection products	4	14.2	24	85.7	28
Cellulite creams	0	0	0	0	0
Other	4	40	6	60	10

Table 4. Personal care products you use the most

Table 5. shows the preferred brands for hair care. We see that the most preferred brand is Elidor and the least used brand is Avon brand products. While we keep Elidor leadership in the sun care creams, Pantene products are in the second place. As we see in the table, hair care creams, masks and hair while the most popular brands in Azerbaijan are Elidor, Pantene and Nivea brands, Avon and Oriflame brands are less popular and used once in a while.

Table 5 summarizes personal care products preferred and used by participants. Here, too, is the first line of hair care products. The second and third jumps fill the foot and skin care products. Dental care is ranked 4th. After that, cosmetic products are coming. Health-related products such as oral health and sun protection are relatively underused. We can observe that women use skin care products more than men and men also give more importance to oral health and hair care products

	NIVEA	GARNIER	PANTENE	ELIDOR	ORIFLAME	AVON	L'Oreal
Shampoo	60	10	62	92	6	4	26
Conditioner	26	10	40	46	8	4	10
Mask	18	28	14	16	8	2	22
Hair styler	12	14	18	26	8	8	12

Table 5. Preferred brands in hair care

	NIVEA	GARNIER	ORIFLAME	ARKO	L'OREAL	PALMOLIVE	GAZELLI
Shower gel	54	10	34	4	10	60	10
Lotion	26	28	20	0	10	6	6
Antiperspirant	78	54	12	0	2	6	-----
Moisturizer	48	24	22	12	22	6	6
Suntan cream	14	26	10	0	10	2	6
Depilation	10	16	12	0	4	4	0

Table 6. Preferred brands in body care

If we pay attention to table 6, we can clearly see that Palmolive is the most preferred shower gel brand in the domestic skin care market. The second most preferred shower gel brand is Nivea. In the lotion brands, the leader is Garnier. Nivea and Garnier are also the most preferred products in anti-fading products. When we pay attention to the table, we can see that Nivea and Garnier brands are preferred more in Azerbaijan's skin care market.

	16-20	21-25	26-30	31-35	36-40	41-46	46- more	Total
Cream	40	90	8	6	2	0	2	148
Peeling	2	10	0	2	0	0	0	14
Scrub	20	50	2	2	0	0	0	74
Mask	10	32	4	2	0	0	0	48
Shaving gel	18	32	8	0	0	2	0	52
Lotion	22	34	4	0	0	2	0	62
Cleanser	12	50	2	2	2	0	2	70

Table 7. Most used Skin care products

Table 7. shows which personal care products consumers use most. The most commonly used skin care products, as seen in the table, are clearly the moisturizing creams used by consumers with a maximum of 21-25 years of age. People who are aged are more likely to have their skin looking and smoother the most used skin care products include scrubs and cleansers, and the most frequent users are those who are 21-25 years old. Unlike previous generations, these intermittent people, who are different from the previous generation, are more inclined to protect their skin and are more conscious consumers. The age ranges that are hardly careful on their skin are 36-40, 41-46, 46 and older people. Tibia and people of all ages have little or no difference in cream and cleaner we know what you are using

In Table 8 we reviewed the most preferred brands for skin care. As we have seen, the most preferred brand is Nivea and Garnier in skin care while Olay and Arko are the least used ones. Arko and Olay are mostly preferred by men because they are used for skin care and because their target mass is men. Nivea and Garnier are both women as well as marketing products for male consumers. Even Nivea's shaving gels and foams are widely used by men for their highly popular shaving gels

	NİVEA	GARNİER	ORİFLAME	OLAY	ARKO	PALMOLIVE	L'OREAL
Cream	64	30	18	2	24	4	24
Peeling	10	14	8	0	2	2	10
Scrub	10	24	16	0	0	2	16
Mask	8	10	10	0	0	4	20
Shaving gel	34	2	10	0	16	4	0
Lotion	22	32	14	2	2	8	12
Cleanser	14	46	18	0	2	6	16

Table 8.Preffered brands in skin care

	C	%
AVM	52	18.5
Stores (hypermarkets / supermarkets)	166	59.2
Perfumery	118	42.1
Catalog sales (Avon etc.)	26	9.2
Pharmacy	62	22.1
Internet	20	7.1
Other	6	2.1

Table 9. Personal Care Products Supply Locations

The places where consumers buy their personal care products are very important for marketers to establish the right strategy. As we can understand it more clearly, table 8 will help us. The place where consumers buy the most products

is the store (hypermarket / supermarket). It is more convenient to buy personal care products from stores because it is easy for them. The second place is bought by Perfumers. There are plenty of kinds of food and totally personal care products 3-cu is the most sourced place is the pharmacy. Bu makes people believe that they will get healthier and better quality products.

	C	%
Product features	162	57.8
Price	124	44.2
Previous experience	152	54.2
Expert advice	52	18.5
Promotion or discount	38	13.5
How much liked	42	15
Brand	57	20.3
My beloved / my wife's views	26	9.2
The packaging is remarkable	67	23.9

Table 10. Features you pay attention when choosing a product

Table 10 shows us the factors that people pay attention to when taking personal care products. As each buyer gets a product, he gets it because he needs different features. This is also important in marketing this product. The most important thing to notice is that people are satisfied with their previous usage. It is more likely that the satisfied customer will prefer the same product later on in their shopping.

	Completely agree	Agree	Neutral	Disagree	Completely disagree
The price is important when choosing a personal care product.	90	98	44	12	4
Personal Care is important	106	44	2	2	0
Being clean is the same thing with being well-groomed	36	52	56	96	14
I consider the advice of the salesperson when buying a product.	20	58	90	54	24
The brand is important in personal care products.	24	94	82	42	6
We also use natural products for skin care	52	102	66	14	6
Products sold in catalogs (Avon, orifice, etc.) are cheaper	18	42	106	54	18
The Internet is an indispensable source of information for me.	58	78	40	6	2
In my product preference, my wife / girlfriend's views are important to me	22	44	72	58	40
I like to make changes in my appearance.	64	78	58	42	2
I read the instruction manual for the product I bought.	112	86	30	10	6
I think carefully before buying products	124	78	28	8	2
I take care to buy the brand I always know.	92	104	26	20	0

Table 11. Attitudes towards self-care

When we look at Table 12, we will see how people approach certain ideas about personal care. Most consumers think that the price of the product is important, but only a few people choose the product without any price difference. In the second approach, the enthusiasm of the participants seems to be important. Consumers are unaware that the products sold in catalogs (Avon, orifice, etc.) are cheaper and that the internet is an indispensable source of information. Consumers love to make changes in their appearance and give importance to the opinions of their partner / lover in product preferences. Within the context of research, several groups of comparisons were conducted to examine whether demographics play a role in expressing consumer attitudes towards personal care products. In the context of consumers' attitudes towards personal care products, it was examined whether sex played a role. It is observed that there is a meaningful difference between genders regarding the necessity of personal care. Accordingly, ladies pay more attention to the importance of personal care than gentlemen. It is understood that there is a difference between men and women in taking into account the advice of the salesperson when purchasing a product. Males pay less attention to salespeople than women. There is also a significant difference between sexes in using natural products for skin care purposes. Women use more natural products for skin care than men.



## NIVEA case study

It's simple to see why skin care could be a gigantic commerce with increasingly individuals - men and ladies alike - needing to remain looking and feeling sound and youthful for as long as conceivable. Skincare items presently offer something for everybody: from moisturizing, deodorizing, cleansing and revitalizing to combating unmistakable signs of maturing and advertising security from the sun. The rise of male prepping is at the same time moreover a enormous buyer slant, opening up a huge number of unused item openings and brand expansions. As the driving and one of the foremost trusted skincare brands in Europe, Nivea includes a 13% share of the gigantic £880 million UK showcase. The biggest and quickest developing section of the advertise is facial skincare, where item deals add up to £310 million, expanding by 6% year-on-year. The next biggest is antiperspirants at £291 million (Source: IRI).

The esteem and significance of 'skin caring' brands are clear to see. For illustration, the developing number of men taking superior care of their skin has deciphered into a colossal development in Nivea FOR MEN deals of shaving, facial cleanser conditioning and male facial items in later a long time, giving Nivea a 23% share of a £92 million category. And, within the antiperspirant category deals with compelling items such as Nivea are seeing solid growth. The wellbeing and magnificence showcase is being driven by technology.

Consumers are enthusiastic to undertake unused, progressed equations whereas a request for the next extraordinary advancement places colossal weight on those companies dynamic in this division. Producers at each level must keep up a frantic program of unused item advancement in arrange to keep up with their competitors. The self-select skincare advertise is ruled by a little number of huge brands, as it were those producers with noteworthy inquire about budgets can trust to compete in such a technology-focused field.

Nivea, which is one of the famous brand of skin and care products, has been serving in the world and Azerbaijan since 1882. It is among the brands that the ladies give up as care. Nivea is one of the first brands to come to mind in terms of skin and care products. Nivea is one of the products based on 1882 years. Who owns Nivea, the skin and care product used by 2 fathers of every 5 fathers? Which country is Nivea?

Nivea is the skin and body care product brand of Beiersdorf company in Hamburg, Germany. The Beiersdorf company was founded on 28 March 1882 by the pharmacist Carl Paul Beiersdorf. The Nivea brand was created in December 1911 at the time of Oskar Troplowitz, the company's second-born pharmacist and entrepreneur. First among these is Beiersdorf, a producer of Nivea, the biggest skincare brand in the world.

In the 1930s Beiersdorf company, which introduced new products to the market under the brand name Nivea, was naturally influenced by the rising socialist movement in Germany and the Jewish members of the company's executive board had to move away. For this reason, former chairman of the board of directors Jacobsohn ruled Nivea's foreign connections from Amsterdam between 1933 and 1938.

Troplowitz has developed the first stable emulsion formula for skin cream using lanolin. This formula was then used for Eucerin, another brand of the Beiersdorf company, and then the Nivea brand was developed based on the same formula.

The name Nivea is of Latin origin and means "snow white". The brand which also uses perfume in its products has expanded its market in the market with the production of sun cream, shaving cream and shampoo in the 1930s. The first Nivea

cream presented in 1911 is lanolin content and is the first of its kind. Lanolin is found in sheep wool and is essentially the basis of Nivea's special formula.

Nivea brand history was born as a result of gathering three different visions under one roof. Our main actor is our entrepreneur, whose main occupation is pharmacy. Oscar Troplowitz began with the recognition of a chemist (I. Lifschütz) emulsion (Eucerit) (1911). This emulsion, called Eucerite, is specifically designed for use in the medical field, but it keeps oil and water together in ointments. Of course this awareness, which is to be written by Tarihe, was not limited to this, of course, and the dermatologist Paul Gerson Unna appeared on stage in the formation of NIVEA brand history, and he had to take Dr. Lifeschütz's expertise. He introduced me to Troplowitz. With this introduction, the revolutionary NIVEA in the field of skin care began to form. The only thing that needs to be done now is to find a specific name for the created skin cream.

They did not have to go too far to search for the name of the resulting product. For a name that could be the most beautiful and meaningful, Kremin was enough to look at itself, after a meaningful look, the name inspired by Kremlin snow white color began to find meaning and the NIVEA name, which means Latin snow white, was decided on.

As a result of intense work and creativity, NIVEA was put on the market in 1911. From the very beginning, our brand, which aims to create a cream that everyone can buy, has realized this goal undoubtedly, and we believe that it will progress without worrying that it has done more for many years.

Display in over 200 nations, Nivea is the world's biggest skincare brand. It has built an advantageous notoriety being positioned the foremost trusted skincare brand in sixteen European nations. This phenomenal level of believe is built on its long history. When Nivea was propelled in 1911 it was the world's to begin with steady oil in water emulsion moisturizing cream, and, as such, is considered to be the starting of present day skincare. Nowadays, Nivea's title is synonymous with

quality skin care on a worldwide level. Its solid legacy as a brand that alleviates, sustains and ensures permits it to command a solid position over the worlds' skincare advertise. On this strong establishment the brand's proprietor, Beiersdorf, has effectively expanded Nivea to meet all skin needs, such as anti-aging moisturizers, lip emollients, antiperspirants, hand creams, sun salves, shaving and shower products.

### **Products**

While Nivea Creme remains the brand's signature item, the run presently includes a wide portfolio of items tending to particular skincare needs. Nivea Creme minimizes dampness misfortune, replenishes lipids and underpins the skin's common defensive boundary. It has been found to be appropriate for relieving chafed skin conditions like skin inflammation, as well as minor sunburn and nappy rash. It is additionally accessible in a variation planned for more youthful individuals, Nivea Soft. Nivea Appearance may be a total extend of items particularly created to care for the confront, advertising cleansing, moisturizing and anti-aging formulas for ladies of all ages. The Nivea Look Q10+ collection includes an extraordinarily created anti-aging equation, utilizing the characteristic coenzyme Q10 to fortify the skin's normal recovery.

Nivea Sun offers a total run of caring items for the full family, from sun splashes to children's protection and sunless tanning items. The brand is additionally committed to broadening people's information of how to assist ensure from the sun's hurtful rays and keep skin solid. The Nivea Body extend gives body moisturizers to meet wants of all skin sorts underneath the neck area. The wide item choice incorporates a moisturizing Body Splash, an exfoliating Body Scour, Q10 Skin Firming Complex and Glossy silk Sheen Moisturiser for, what Nivea portrays as, a 'wonderfully warm glow'. The Nivea Hand run comprises caring feeding equations to assist hands to stay delicate, supple and youthful looking. Nivea for Men has demonstrated to be a especially effective portion of the run. Men's skin, which tends to be thicker and oilier than women's, is treated most successfully with particular

items. Nivea for Men's comprehensive run of solid, quality confront care items contains cleansing, shaving; after-shave and confront care items to suit each skin type.

Looking for a brand wonder, I came over a curiously brand from my domestic nation Germany. NIVEA, which has a place to the German Beiersdorf concern, is the driving worldwide brand for skin care. Concurring to Forbes, NIVEA's brand esteem in 2017 is \$ 6.9 Billion and thus NIVEA is #98 of the "World's Most Important Brands". Its items are sold in over 200 nations, holding showcase leadership in 46 nations. It isn't as it were financially successful and well known but also one of the foremost trusted brands in the world. For occurrence, Nivea was voted Germany's most trusted brand in a Reader's Process overview in 2016, 2014, 2013 (2nd put in 2017 and 2015). Talking actually, I think NIVEA is continuously a great choice. I believe the brand and my restraint edge to undertake modern NIVEA items is exceptionally moo.

#### Awareness

The lion's share of individuals know NIVEA for a few reasons. To begin with, NIVEA is existing for 106 a long time and most individuals have developed up with the brand. The moment reason is its brand engineering. Due to its umbrella brand technique, Nivea possesses an expansive put on the rack, since it offers items beneath the umbrella brand in all skin care fragments (for occurrence confront creams, antiperspirants, shaving, sun moisturizes and shower items). As a shopper, you cannot elude the solid nearness of the brand at the POS. The tall dissemination and accessibility of its items are imperative variables. Third, NIVEA contributes a parcel in brand communication (for case TV spots, print publicizing and deals advancements). They take a coordinates communication approach communicating reliably for all items over all channels utilizing the same brand components.

#### Sympathy

NIVEA is seen as a thoughtful brand. In my supposition, the most reasons for this are its solid legacy, its price-performance proportion, and its brand

communication. NIVEA was established more than 100 a long time prior, surviving all impediments like both World Wars. Additionally, it's a German brand and those are as a rule seen as tall quality and solid which makes the brand thoughtful. NIVEA is advertising its items at a sensible cost with a great price-performance proportion which makes it to a brand for the masses. Customers can manage the items and brand communication is making a difference furthermore to construct up sensitivity and customers' distinguishing proof with the brand. NIVEA's visual communication is based on shinning colors, cheerful family circumstances as well as bona fide and charismatic brand ministers (for occurrence Jogi Löw, coach of the German national football group).

### Image

NIVEA features a solid picture. The brand stands for closeness, trust, realness, expectation, and quality. The center is additionally on family values, as assurance and security for the total family, and the solid legacy of the brand. The NIVEA creme has been the world's first steady oil in water emulsion moisturizing cream in 1911 and so, NIVEA is holding the picture of the primary mover which ensnares ability. Another portion of its picture is that NIVEA offers good esteem for cash. All brand values and affiliations with the brand are epitomized within the blue tin of the NIVEA cream since 1925 which makes it the foremost imperative brand component.

### Uniqueness

NIVEA could be a one of a kind brand. One of the reasons for it is its solid legacy and long history. There are not numerous brands that shoppers already know from their (great-)grandparents and guardians. Typically a a really vital viewpoint that leads to brand believe. Additionally, the lead of the brand, the NIVEA cream, incorporates a special scent and a characteristic bundling – the blue tin. Everyone knows the blue tin and NIVEA oversaw it exceptionally well to form as it were slight changes over a long time to modernize the bundling plan without losing its uniqueness and recognizability. In 2013, the company chosen to alter the symbol

based on the see of the blue tin to have an indeed more coordinates communication. The symbol, the typology and the colors white and blue, which Nivea reliably employments in brand communication, too contribute to the uniqueness of the brand.

### Satisfaction

The fulfillment of the buyers after buying a NIVEA item is ensured by its great item quality and the sensible costs. Besides, shoppers get a palatable acquiring encounter due to the tall accessibility of the items. It is exceptionally impossible to not discover a NIVEA item in a general store. The items fulfill the customers' desires since they nearly remain the same over a long time and unused items are propelled beneath the umbrella brand with the same quality and cost level as well as brand communication elements. In my see, all examined variables contribute to clarifying the tall level of buyer believes in NIVEA. They illustrate how well the company oversaw to preserve the center components and values of the brand whereas adjusting NIVEA to current showcase conditions.

### *Swot of Nivea*

#### Strengths

The Cold cream mastery – Nivea completely rules the cold cream advertise. At whatever point you're traveling to colder districts, you cannot do without your Nivea cream, the brand has that kind of hold on buyers. No other brand has come to the brand review level of being a cold cream as Nivea has. The notoriety of the brand lies since of its ubiquity as a cold cream – a specialty which it secured shrewdly and all as well well to date.

Brand value – Normally, sense of it was centration on this specialty, the Brand value of Nivea is as it was developing and has not been influenced. Over a long time, Nivea has picked up acknowledgment for its brand and is the 225th brand within the world as of 2016 and is the 50th most noteworthy appraised brand in Germany. The brand is esteemed at 6.7 Billion dollars.



Distribution and worldwide nearness – Nivea has around 20 items and is display in 50 nations generally. This contributes towards its dispersion potential which is developing year on year.

Brand colors – The brand colors of White and Blue are recognizable on a colossal rack of individual care items. The colors have remained consistent over the a long time and are synonymous with the brand. For this, the Showcasing office has gotten laud time and once more along side commend for utilizing the brand colors over the communication channels of Nivea.

## Weaknesses

Competition confining Nivea's deal in other portions – Where Nivea is completely ruling within the cold cream section and not permitting others to enter, others are not permitting Nivea to enter into their domain. Subsequently Nivea is finding it difficult to set up itself in individual care segment with body care and facial care items since there's huge competition in this portion already. Investment required to alter brand image – Usually a double-edged sword. On one side Nivea contains a phenomenal advantage by covering a specialty which is productive – Cold cream. But on the other hand, on the off chance that it has got to survive, at that point it should alter its brand picture and gotten to be more of a individual care brand. It is doing so for the men's cream. But the in general brand is unequivocally skewed towards cold creams.

Development – Numerous specialists criticize Nivea since the brand shows as it were in 50 nations indeed in spite of the fact that it has such solid brand picture. An issue Nivea faces is that not at all like FMCG companies, it does not have as well numerous items in its brand portfolio. Subsequently, it needs to go slow with extension. But immersion could be an issue with Nivea and development is the reply for higher revenues.

## Opportunities

Development with unused item lines – Nivea must keep including items and item lines to its brand portfolio. This will offer assistance the company in having a bulky item line with which it can build up itself in modern markets unequivocally and break the picture of being a cold cream provider.

Market potential is developing – Another advantage is that the showcase potential for individual care items is continuously developing. Not as it were is the statistic advertise potential developing, the geographic advertise potential is developing too, subsequently promising a great future for the brand.



Focusing on Men's portion – There are less individual care brands within the men's section and this fragment is ready for the picking with increasingly men realizing the significance of taking care of their skin and the part it plays in their generally well being and constitution. Nivea has as of now presented confront wash and body wash in this section and it has been gotten emphatically. The same can be anticipated with more item lines that it introduces.

Territory extension – Other than launching new items, Nivea must extend to modern geographies. In the event that it does not do so, there are competitors like Lakes cold cream which is able before long cover the showcase since of their great dispersion potential.

## Threats

Competition taking absent its center quality – Whereas Nivea plans to extend into an unfamiliar region, brands are assaulting its center quality of being the go-to cold cream. To be specific two brands are the prevailing competitors – Lakes cold cream and Johnson and Johnson cold cream. Both are solid competitors for Nivea since they have profound pockets and incredible dispersion coverage.

A risk to the foot line – Since of its consumption on promoting and sense of competition in its center portion, Nivea which had the cold cream as a cash dairy animals incorporate a threat to its foot line. Where there were a handful of cash dairy animals, there are presently majorly Stars within the portfolio of Nivea. This foot line threat has got to be invalidated by Nivea by acting quickly. Nivea does are total address marks within the BCG network since there are fair so numerous Deo's within the showcase counting Hatchet which is the major advertise shareholder.

Standard issues in Promoting – Nivea has confronted a few Racial issues in their showcasing as well as tremendous fines forced due to off-base showcasing claims made. Such off-base showcasing issues make a mark within the brand and will influence the brand in the event that repeated.

### *Nivea Commercials*

Nivea 'The protection ad'- Nivea Sun Kids guarantees to secure children skin at the shoreline and presently, building off the thought of security, the brand is

giving guardians a way to assist avoid kids from running off by themselves by means of a defender strip with a built-in locator and versatile application so guardians can track their children. The defender strip print advertisement showed up in a later issue of Brazil magazine *Veja*. Guardians expel the strip, which is inserted with Bluetooth 4.0 innovation, from the advertisement, put it on a child's wrist and at that point download the Nivea Protégé app to recognize the bracelet and set the greatest separate the child can go. In the event that the restraint is surpassed, the app informs guardians and the radar shows on the off chance that they are drawing nearer or moving absent from the flag.

One of Nivea's fundamental characteristics is the consistent look for development, advancement and unused advances that give consolation and security to our clients, said Tatiana Ponce, showcasing executive of Nivea Brazil. Subsequently, we need to offer not as it were items guided by this kind of preface, but moreover, astonishing encounters that make our clients lives way better and easier. The Nivea's objective is to offer benefits that go past skincare, she said. This advertisement is a case of an inventive thought straight forwardly connected to our situating that will offer assistance guardians and children appreciate the sun comfortably and safely. We went past our items and made this advertisement, so guardians seem feel indeed more secure to appreciate a few quality time with their kids.

## Conclusion

Personal care began to grow quite difficult to keep pace with the pace as the market grew and renewed. The products are renewed and changed and the people and needs of the day change as well. The consumer now looking for newer products is clearly waiting for the products that come with their products. The latin day man has become so selective that the more he is open to new products. Now, more sophisticated products are being selected. To know where to be in the election, marketing experts should find the most convenient way to reach the consumers in their target masses and try to show the product itself as it is known.

Reaching people with new age technology is now easier than before, but it is very difficult to satisfy buyers and ensure that their brand is accepted by consumers.

Many brands of Nivea, Garnier, Gazelli and other products in Azerbaijan have now achieved this and have taken positive attitudes of buyers.

In 2016, the global cosmetics market has grown by about four percent compared to the previous year. Skin care, hair care, makeup, perfumes, toiletries and deodorants and oral cosmetics are the main product categories in the cosmetics market. Skin care was the leading category, accounting for about 36 percent of the global market. Hair care products increased by 23 percent and make up by 18.2 percent in 2016. Skin care is predicted to be the most profitable product category estimated to increase US \$ 20.1 billion in market value by 2014. 2019. By 2016, Asia and Oceania were the industry leaders that accounted for about 40 percent of the global market. Between 2016-2021, the Asia Pacific mass beauty market is expected to grow by about US \$ 14.9 billion.

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